

Clark County
Quit Line Data Summary
January 1 - March 31, 2002

	County	State
Number of Calls to Quit Line	N = 297	N = 4,096
Percent of Statewide Calls	8.7%	100.0%
Percent of State Population in County¹	5.9%	100.0%

	County %	State %
Gender	N = 296	N = 3,737
Female	57.8%	61.7%
Male	42.2%	38.3%
Race/Ethnicity	N = 270	N = 3,032
People of Color	6.7%	12.8%
White	93.3%	87.2%
Age	N = 276	N = 3,176
Less than 18 years old	0.7%	2.3%
18 - 24 years old	13.4%	16.2%
25 - 34 years old	34.1%	23.2%
35 - 44 years old	28.3%	27.0%
45 years and older	23.6%	31.4%
Education	N = 284	N = 3,209
Did not graduate high school	16.9%	19.8%
High school graduate	35.2%	33.3%
Some college/vocational school	37.3%	36.9%
College graduate	10.6%	10.0%
Caller Type	N = 287	N = 3,483
General Information	7.7%	10.6%
Health care provider	1.7%	3.4%
Tobacco user	90.6%	86.1%
Payer Type	N = 190	N = 2,167
Insured	42.1%	40.2%
Uninsured	25.8%	25.1%
Medicaid	32.1%	34.7%
Heard About	N = 260	N = 3,110
Past caller	9.2%	12.9%
Employer/worksites	0.0%	1.4%
Health care provider	10.8%	17.0%
Television	34.2%	23.9%
Outdoor advertisement (billboard/bus/wall)	1.5%	4.9%
Targeted mailing	0.4%	0.2%
Great Start	3.1%	6.2%
Radio	7.3%	1.1%
Newspaper/Magazine	1.5%	1.7%
Brochure/Newsletter	5.8%	5.2%
Family or friend	22.3%	21.5%
Health Department	3.1%	3.0%
School	0.8%	0.9%